



Connecting The Dots FREE Webinar Q&A

How do I give better STAR examples in interviews when I can't remember them?

STAR stands for Situation, Task, Action, Result. It helps you explain what you did and why it mattered. Start a story bank by noting weekly wins in voice notes or bullet points. Focus on the result and practise out loud so it feels natural. Have you seen my Friday Wins tracker? This will help you form those one-liners that can help you in interviews - have them on sticky notes to remind you if the interviews are online- if in person, simply them until you can remember them in one easy sentence, always thinking back to a real-life situation.

How can I grow into a Chief of Staff role when I support three C-suites and the company won't hire more EAs?

Start leading before the title. Spot gaps, suggest solutions and keep a record of the strategic work you already do. Ask for a growth plan even if a new title isn't on offer. You're already building the skills.

How do I get peers and managers to see my role as strategic, not just admin?

Show how your work links to business goals. Share insights, not just updates. Use language that reflects partnership and value. Visibility starts with how you position your contribution.

How do I spot managers and companies that actually support EA career growth before taking the job?

Ask how they support development, what progression looks like and how others have grown. Look for leaders who talk about potential, not just tasks. Speak to current or past EAs if you can. Growth-minded companies will welcome the question.

How do I know if I'm Executive Assistant material?

If you solve problems, think ahead and care about doing things well, you are. The best EAs lead with mindset, not a job title. You don't need to be loud, just intentional. Strategic support can be learned through being curious.

What certification or degree would you recommend for an EA who wants to grow?

Pick what builds the skills you want, not just what sounds impressive. Project management, operations, and AI tools are excellent starting points and aren't degrees as such. Use the World Economic Forum skills list as a guide. Learning should help you think differently.

There is no single degree I know of that will position you better as an EA, but understanding business in general helps. Certifications are only as good as the implementation behind them, in my opinion. "How will you use the teachings?" is a question I ask myself each time before signing up for anything.

How do I handle a restructure where I'm taking over another EA's work and there's tension?

Keep it professional and stay focused on the work. Acknowledge the change, but don't carry the emotion. Ask for clarity on new responsibilities. Lead with empathy and stay solution-focused. Let the other person vent to you, but be clear, this is not your doing, and they should direct their concerns to leadership.

How do I get better results from my LinkedIn profile?

Be clear about what you want to be known for. Use your headline and keywords to match that intention, and craft your summary to show the value you bring. Share posts that reflect your experience and insight. Use the banner section to add what you do and who you help. Connect with your ideal audience and follow up with new connections via DM. Show up consistently to stay visible. Don't sleep on the comments section- add your expertise to conversations.

How do I create a career roadmap?

Start with where you want to go, then list the skills and steps needed to get there. Use a personal SWOT to identify gaps, and reverse-engineer how you will get there and what it will take from you. Take one step at a time, with a clear direction. Your path doesn't need to be linear either.

What advice would you give an EA trying to break into a new industry or country?

Learn the industry language and culture quickly. Highlight your transferable skills and how they solve their challenges, through content you can tap into pain points that people will be looking for in an EA to solve. Connect with people in that space online. Be ready to start one step back to move forward.

Where is the line between confidence and arrogance when talking about what I bring?

Confidence focuses on value. Arrogance focuses on ego. If you are showing how you help others succeed, you're not bragging. You are building trust by being clear.

How can I be more confident and assert myself without fear?

Confidence grows with action, not before it. Start small and practise what you want to say. Prepare, then speak even when nervous. Over time, the fear fades, and the habit grows.